

## Black Sea Tourism Forum & Workshop Schedule



The Black Sea Tourism Forum & Workshop is a dedicated travel trade workshop aiming to enhance tourism business partnership with the Black Sea Region, by offering to the tourism industry and suppliers a unique chance to showcase their services & products and meet individually qualified international buyers personally in pre – arranged meetings.

The Black Sea Tourism Forum & Workshop is organized by the City of Athens Convention & Visitors Bureau in cooperation with the United Nations Development Programme BSTIP.

**Thursday, 10<sup>th</sup> October 2013**

### Workshop Day- B2B Appointments

The morning & afternoon features two sessions of 8 appointments with each appointment lasting 12 minutes and a coffee break.

08:30 – 09:00	Registration
09:00 – 12:48	Morning Session
12:48 – 13:42	Lunch
13:42 – 14:18	Short tour of the New Acropolis Museum
14:18 – 18.06	Afternoon Sessions
19:00 – 21:00	Cocktail Reception



**Friday, 11<sup>th</sup> October 2013**

## **Buyers Program**

### **LEISURE**

<b>09:00</b>	<b>Gathering in the Lobby of Hotel</b>
<b>09:30-13:00</b>	<b>Athens City Vibe:</b> City tour by bus (with City Site Seeing & Athens Open Tour) for a great orientation and overview of the city's main sites around the centre.
<b>10:00-10:30</b>	Visit at the Museum of Cycladic Art
<b>10:40-11:10</b>	Visit at the Benaki Museum
<b>11:10-12:15</b>	Join us in exploring one of many "Athens Metro museums in motion" that host both ancient and modern art features.
<b>12:15-13:00</b>	Stroll through the Dionysiou Aeropagitou Street, the largest pedestrian street in Europe, up to the National Gardens, located southeast of the Greek Parliament
<b>13:00-14:00</b>	Wine-point. An invitation to explore the unique flavors and blends of some of the most renowned Mediterranean wines.
<b>14:00-16:00</b>	<b>Athens Historic Center</b>
<b>14:15-14:45</b>	Explore the unique site of the Ancient Agora, by using the Sunshine Express Train.
<b>15:15-17:15</b>	<b>A Cultural Experience.</b> An afternoon visit to the new Digital Planetarium of the Eugenides Foundation, one of the largest state-of-the-art digital planetariums in the world.
<b>17:30</b>	Transfer to the Hotel & Free Time
<b>20:30-22:30</b>	Farewell Dinner

**Friday, 11<sup>th</sup> October 2013**

**Buyers Program**

**MICE**

<b>09:00</b>	Gathering at the Lobby of Hotel
<b>09:30 – 13:00</b>	Morning Site Inspection
<b>13:00 – 14:00</b>	Light Lunch
<b>14:00 – 17:00</b>	Afternoon Site Inspections
<b>20:30 – 22:30</b>	Farewell Dinner



**Friday, 11<sup>th</sup> October 2013**

## **Suppliers Forum Program**

09:00 - 09.30	<b>Arrivals &amp; Coffee</b>
09:30 – 10:15	<b>Opening Session</b>
10.15 - 11.30	<b>Setting the Scene for Black Sea Tourism:</b>  Key Facts & Latest Trends for BS Tourism (incl. Destination/Market Snapshots)  Panel Discussion with Key Executives from BS National Tourism Boards & Tourism Professionals Associations
11.30 - 11.45	<b>Coffee Break</b>
11.45 - 12.45	<b>Place Management &amp; Marketing for BSR Destinations at National &amp; Local Level</b>
12.45 - 13.00	<b>Q&amp;As</b>
13.00 - 14.00	<b>Light Lunch</b>
14.00 - 17.00	<b>Practical Workshops &amp; Roundtables</b>
14.00 - 15.00	<b>Developing Niche Tourism Markets &amp; Products</b>
15.00 - 15.15	<b>Q&amp;As</b>
<b>Parallel Session A</b>	
15.15 - 17.00	<b>City of Athens Tourism Development &amp; Marketing Strategy 2014-15</b>
<b>Parallel Session B</b>	
15.15 - 17.00	<b>UNDP BSTIP Report Presentation on BSR Cruise Tourism Sector</b> Report Presentation and Roundtable with Key Executives for the Regional Cruise Tourism Sector